CWM 38th Steering Committee Meeting Minutes

June 20, 2011

Attendance: Jonathan, Quentin, Dana, Susan, Erin, Sarah, Matthew, Nat, Elysa, Mary Anne

Matthew and Susan discussed the use of the CWM wood. Many different groups of individuals have asked for pieces of the CWM wood for various reasons. A group met to discuss the decision making process for the wood’s usage. Matthew explained that it would be a hierarchical decision making model.

1A. Interpretation: This broadly includes the museum’s use for exhibits, education, etc.

1B. Donors

2A. Other institutions

2B. Retail and Commercial Purposes (which may also include private uses)

There may be less wood than urban legend has it due to chemicals destroying larger portions. The Mystic Seaport will entertain proposals while being careful to remember that there is a finite amount of wood remaining. The new lumber that has not been used will be available for people to purchase.

Nat commented that when giving pieces of CWM wood to donors, Mystic Seaport needs to be careful to consider the presentation, authenticity and legitimacy of the provenance.

Elysa suggested that Mystic Seaport create and keep track of a master list of the wood that has been donated in order to prove the piece’s legitimacy in the future.

Mary Anne mentioned that she has CWM wood cut for pens in her office that are ready to be used if more pens are needed in the future. Mary Anne also suggested that a CWM pen should be created for President Obama or Governor Malloy when signing the “Year of the Morgan” proclamation for example.

Nat gave an update on the local community fundraising effort in Mystic. A wide range of local community leaders (including the Chief of Police and owner of Bravo-Bravo) are excited and working together to get the word out about the CWM restoration and fundraising. Nat passed out a flyer and logo design to the Steering Committee that was created by the local group in Mystic/Stonington. The hope is for the flyer and logo to be used as window hangs starting in July in order to promote the event in the summer and fall tourist seasons. Nat suggested that the logo also be used for car decals, hats, t-shirts and window hangs in the Mystic area. **Nat asked for suggestions about other uses for the logo and encouraged members of the Steering Committee to contact him with other ideas.** The final plan and schedule of events during the November week will be announced on July 12 at the “Business After Hours” event here at Mystic Seaport.

**Susan suggested “Renovations” be changed to “Restoration” on the flyer.**

**It was also mentioned that the week’s events be more carefully explained and listed on the flyer so that the days and times are more understandable. The flyer currently reads as if the *Prince of Whalers* play for example, is available nightly between November 4- 6.**

The question was asked where and when the water ferries would be available. Nat responded that they would be available during regular business hours and they may go as far as the S&P dock. The details are still being worked out.

The question was asked whether the concerts would still be happening. Dan responded that there will be concerts whether it is shanty singers or the Coast Guard Band (that the local group is working on getting) is still unsure.

The museum will be open admission free on Saturday November 5, 2011. The group is hoping that a 5-stop route can be created (highlighting buildings such as the Mystic Art Center and Melinda Carlisle’s Real Estate Business) which will end at the Seaport. **The question was raised about using the shipyard entrance and no decision was made at this time.**

The local group wanted to sell reproduction LED lanterns similar to the lantern in the focsle of the CWM. These lanterns would be put out on people’s homes showing their support for the CWM. **Mary Anne and Jonathan mentioned having contacts with lighting reproduction companies. Erin has pictures of the lantern if needed. The cost and underwriting is also a concern.** The suggestion was made that this be made into an event similar to the harbor illumination.

Concerns were raised about the fireworks- including insurance costs, safety of boats, debris, extra security, and the grave yard. The question was then asked if the fireworks should come at the beginning of the celebration or end and no decision was made.

Jonathan suggested that a reproduction of the historic banner be hung downtown. He also suggested that the corresponding picture be displayed around the downtown. Nat stated that the historical society is working to provide pictures from the 1940’s of the restaurants and stores in the downtown that can be displayed in the windows. **Susan suggested that Mystic Seaport contact the Historical Society to ask if the wall on the green could be used as a place to display more pictures of the Morgan coming down the river.**

Elysa and Sarah asked if the logo could be used by other ports and groups of visitors. Nat responded that the logo was created by CMPS marketing for the local community group only and represents the Mystic region specifically and their desire to help it sail from Mystic once more.

**Mary Anne suggested that a paper trail and agreement should be made with CMPS marketing regarding the logo design.** Nat agreed and explained that, if successful, this week long celebration in November will continue to happen for the following 2 to 3 years with the CWM sailing being the culmination. Local groups are eager to make this work for several years as it will help businesses in downtown to make an event out of an otherwise dead week.

Susan next gave an itinerary update. The itinerary will be modified so that there is one specific day for arrival at a port that may vary due to weather, etc. rather than having days built into the schedule. This will help the Port Program Team, which is planning to have dockside exhibits set up for the day before the CWM’s arrival in port.

Dana explained that on their last trip to Mass Maritime the staff there spoke highly of the 100th anniversary of the Cape Cod Canal and signified that they have the intention to build programming around the anniversary. Mass Maritime seemed to have recently taken on a mission to cater more to the public and is willing to “roll out the carpet” for the CWM. They also seem to be very accommodating- offering food, showers and other amenities for the crew.

**The question was raised whether the CWM should visit Mass Maritime the weekend after New Bedford and will be discussed further with Shannon.**

Elysa commented that Mass Maritime would be a great place to stop in order to draw connections to the training of the next generation of sailors.

Quick updates were made about the communication plan and Port Program Committee.

Dan, Susan, Steve, Kati and Nat have been meeting to discuss the messaging of the 38th voyage being sure to clearly and consistently explain the importance of the restoration and voyage in the marketing and media.

The Port Program committee is narrowing down the list of program ideas to the best, most impactful programs.

Finally it was mentioned that the Hillman Shipyard should be marked when the CWM arrives back in Mystic at the end of her 38th Voyage.